

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of : HYUNG-SIK CHOI et al.

Application No. : 09/507,093

Filed : February,17,2000

For : ADVERTISING METHOD USING  
SOFTWARE PRODUCTS

Examiner : FARISS, TIMOTHY

Attorney Docket No. : YPLA0002

**Official****FAX RECEIVED****AMENDMENT AFTER FINAL**

JAN 07 2003

Box: AF

Assistant Commissioner for Patents  
Washington, DC 20231**GROUP 3600**

Dear Sir:

In response to the Office Action dated November 7, 2002, please consider the following remarks:

**REMARKS**

All pending claims 1-3 and 5 are rejected under 35 USC 103(a).

No change has been made to claims 1-3 and 5. For the reasons discussed below, claims 1-3 and 5 are patentable over the cited prior art, and withdrawal of the rejections is requested.

**Claim Rejections - under 35 U.S.C. 103(a)**

Claims 1-3 and 5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Horstmann (US 6,285,985).

Applicant respectfully traverses the rejection for reasons set forth below.

The advertising method as defined in claim 1 includes a step of *inserting at least one advertisement into at least one portion of a software program contained in a software product, by support from an advertising sponsor during the making of the software product.* Horstmann does not teach or suggest such a step.

The Office Action asserted that "Horstmann teaches an advertising method using

**J.C. PATENTS**  
4 VENTURE, SUITE 250  
IRVINE, CALIFORNIA 92618  
TEL.: (949) 660-0761  
FAX : (949) 660-0809  
E-MAIL : [jcp1@email.msn.com](mailto:jcp1@email.msn.com)

---

**CERTIFICATE OF TRANSMISSION**

January 7, 2003

<b>Atty Docket No.</b>	:	YPLA0002
<b>Appl. No.</b>	:	09/507,093
<b>Filing Date</b>	:	February, 17, 2000
<b>Pages</b>	:	Cover + 3

Official

**BY FACSIMILE ONLY**

**Fax No.** : 703-872-9327  
**Attention** : Examiner FARISS, TIMOTHY  
**Group Unit** : 3622  
**From** : Jiawei Huang, Reg. No. 43,330  
**MESSAGE** : Enclosed is an Amendment in 3 pages.

FAX RECEIVED

JAN 07 2003

GROUP 3600

Sir:

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on January 7, 2003 at the above indicated fax number.

Sign by: Michelle Chang  
Michelle Chang

---

**Note:** This facsimile transmission is intended only for the use of the individual or entity to which it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this transmission in error, please kindly notify us immediately, and return the original message to us at the above address. We greatly appreciate your cooperation.

---